



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

***Faculty of Business & Social Studies***

DEPARTMENT OF HOSPITALITY & TOURISM

DIPLOMA IN HOTEL MANAGEMENT

(DHM J09)

## **RESEARCH METHODS**

END OF SEMESTER EXAMS

**SERIES:** APRIL/MAY 2010

**TIME:** 2 HOURS

### **INSTRUCTIONS TO CANDIDATES**

1. This paper consists of **FIVE** questions. You are to answer question **ONE** and any other **TWO** questions.
2. Follow ALL other examination RULES.

- Q.1 (a) Define Research. (2 marks)
- (b) Explain any **THREE** purpose of Research. (6 marks)
- (c) Describe the research process. (12 marks)
- (d) Briefly explain the qualities of a good research question. (10 marks)
- Q.2 (a) Define the following terms as used in research.
- (i) Data
- (ii) Variables
- (iii) Sample
- (iv) Subjects
- (v) Hypothesis. (10 marks)
- (b) Explain the classification of research according to purpose. (10 marks)
- Q.3 Give a detailed outline of the introduction section of research proposal. (20 marks)
- Q.4 (a) Differentiate between the following:-
- (i) Target Population
- (ii) Accessible population
- (iii) Specified population (6 marks)
- (b) Explain any **FOUR** types of probability sampling. (20 marks)
- Q.5 (a) Explain any **FIVE** qualities of a good questionnaire. (10 marks)
- (b) Outline the following:-
- (i) **THREE** advantages of personal interviews.
- (ii) **TWO** principles of interviewing. (10 marks)